



AI-powered location intelligence for smarter business decisions

InSite is CACI's market-leading location intelligence and GIS application, helping organisations analyse locations, understand customers and optimise business performance. Designed for analysts and location planning professionals, InSite combines powerful mapping, demographic insight, advanced modelling and AI-powered capabilities in a single intuitive application.

Whether you're planning new sites, analysing customer catchments, forecasting performance or understanding local markets, InSite helps turn complex location data into confident business decisions.

At the heart of InSite is the AI Assistant, using natural language to transform how you interact with and understand data. Built on advanced large language model (LLM) technology and integrated with CACI's trusted datasets, the AI Assistant enables you to:

- Ask questions in natural language and receive clear, contextual answers
- Interpret and communicate complex analysis and data sets instantly, including catchments, customer profiles and segmentation insights
- Generate meaningful narratives from your analysis without needing to manually interpret outputs

All of this is supported by a dedicated help desk and online support.

Features and applications

- Customer and demographic profiling to understand who uses your products or services
- Natural language querying to explore customer and location data and uncover insights faster
- Drive, walk and distance catchments

- Retail, leisure, healthcare and grocery catchment analysis and reporting
- Site evaluation and location planning using proven forecasting models
- Network optimisation and territory planning
- Sales forecasting and impact analysis for new and existing locations
- Business, competitor and points of interest mapping
- Access to CACI's comprehensive portfolio of consumer and demographic datasets
- Flexible data import, export and integration with existing business systems
- Advanced mapping, reporting and visualisation tools to support strategic decision-making

Why InSite?

- The AI Assistant helps users explore data, generate insights and complete tasks more efficiently using natural language
- Trusted by leading retailers, property companies, healthcare providers and public sector organisations
- Intuitive interface that combines advanced analytics and location intelligence to make sophisticated analysis more accessible
- Proven forecasting and location planning capabilities developed through decades of industry expertise
- Flexible reporting and mapping outputs that can easily be shared across the organisation
- Seamless access to CACI's market-leading location intelligence and consumer datasets
- Backed by CACI's specialists, data expertise and ongoing product support

